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The phenomenon of interest in this thesis is value co-creation in international business relationships, where a customer-supplier perspective is used. It is assumed that value co-creation takes place in interactive processes between customers and suppliers, where the business relationship is seen as the context that creates the conditions for co-creating value. In international business relationships, customers and suppliers have different frames of reference that create a distance, often expressed in terms of uncertainty, between the customer and the supplier. This tension between developing co-operative business relationships in order to co-create value and handling uncertainty, misunderstandings and conflicts based on perceived distance between the interacting parties, makes an interesting arena for exploring how the value co-creating process is formed in international business relationships.

On one hand, this thesis reveals the unique aspects of co-creating value across national borders and the uncertainty involved in these processes. On the other hand, the findings presented in this thesis also indicate that business is business everywhere in certain respects. In this thesis, the co-operation between three Chinese customers and their Swedish suppliers in the Chinese automotive industry is investigated. The main contribution of the thesis is a nuanced phraseology fruitful to use when discussing value co-creating processes in international business relationships. The concepts constituting the phraseology can be seen as generally applicable, but the content of the different concepts discussed varies between business actors, across cultures and over time.

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NINA HASCHE Value Co-Creating Processes in International Business Relationships

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Value Co-Creating Processes in International Business Relationships

Three empirical stories of co-operation
between Chinese customers and
Swedish suppliers

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Business